

INDUSTRIAL EDUCATION INSTITUTE
and
NATIONAL MICROFILM ASSOCIATION

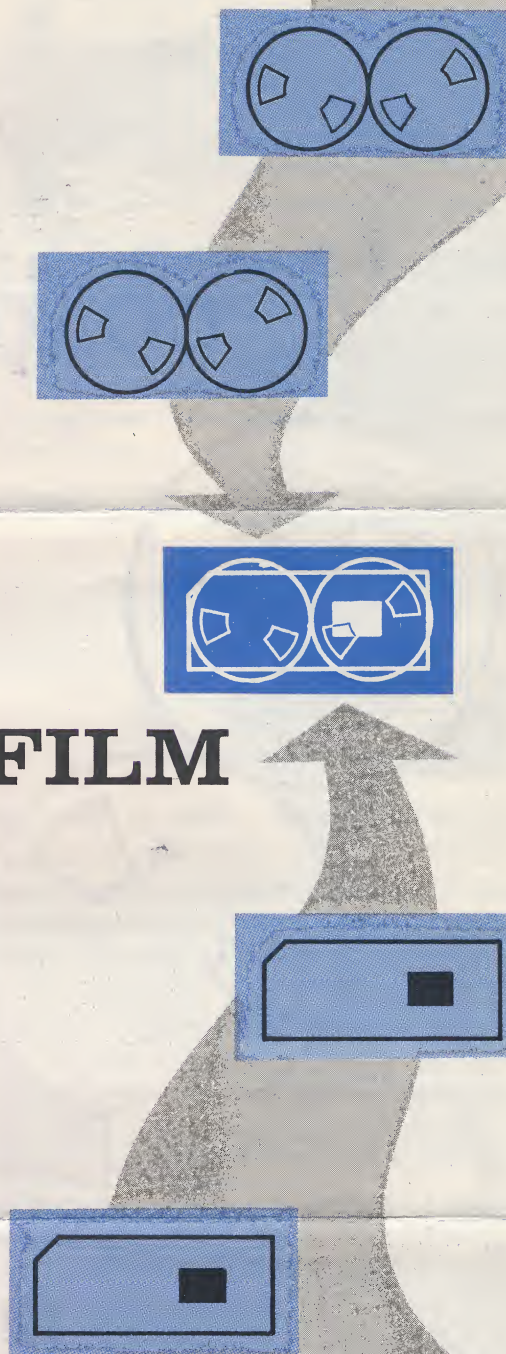
announce a

ONE DAY instruction and demonstration SEMINAR

COMPUTER/MICROFILM INTERFACES

Offering a comprehensive "course"
in the application of techniques that
combine the advantages of computer
and microfilm equipment.

BOSTON	October 6, 1970
NEW YORK	October 7, 1970
PHILADELPHIA	October 8, 1970
WASHINGTON, D.C.	October 22, 1970





PRODUCING SYNERGISM*

through COMPUTER/MICROFILM INTERFACES

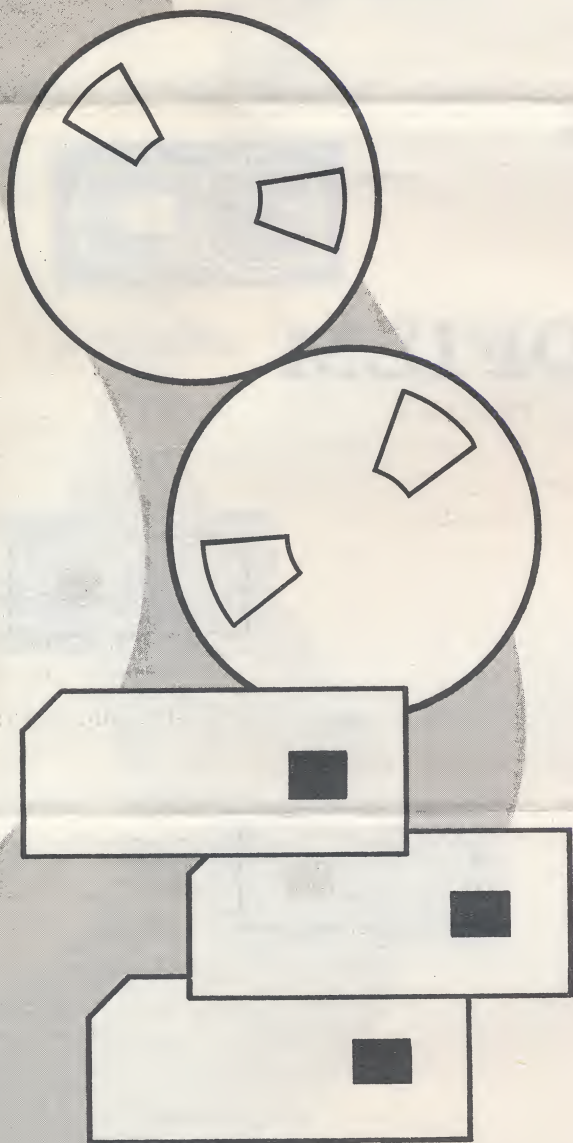
Traditionally, computers and microfilm have served separate functions. The computer's job has been to **process data**, while microfilm has been used to **protect, store and handle information**.

Recently developed equipment, techniques and procedures now make it possible to combine the advantages and functions of computer and microfilm to solve major problems of **both** computer input and output, and random access storage of large files. **By combining the two technologies, aggressive organizations are getting greater effectiveness from each.**

FREEMAN H. DYKE, JR., one of the foremost authorities on information processing, handling and management, has developed and conducts this unique one-day seminar to help companies, institutions, government agencies and others get more out of their data processing and information handling systems.

When you participate in this seminar you will learn about COMPUTER OUTPUT MICROFILM (COM) equipment that is reducing computer costs of many jobs by as much as 50%. You will learn how to overcome many of the problems of computer input with OPTICAL CHARACTER READINGS (OCR) equipment that reads from microfilm rather than paper. Through instruction, demonstration and representative examples you can relate to your own situation, Mr. Dyke will show you how to combine your computer and microfilm systems to create large scale random access files for reports, patents, correspondence, accounting data, inventory control, engineering drawings and other types of information.

So if you have responsibility in any phase of your company's computer or microfilm systems, your participation in this seminar will measurably help you and your organization.



- * **Syn-er-gism:** cooperative action such that the total effect is greater than the sum of the two effects taken independently.

PROGRAM OUTLINE

I. The Computer – The State of the Art

1. Problems of input and output
2. Discussion of the computer's memory
3. Improving computer/people communication

II. Microfilm – Its Role in Handling and Storing Information

1. Advantages and disadvantages of microfilm
2. The pros and cons of various microforms

Rolls	Microfiche	Aperture Cards
Cartridges	Jackets	Ultrafiche
3. Analysis of advanced equipment and techniques

III. Computer Input Methods

1. Punched cards and paper tape
2. Direct entry to magnetic tape
3. The advantages and disadvantages of Optical Character Recognition (OCR)
4. Using microfilm as input to OCR

IV. Computer Output Methods

1. Remote terminals, printers and photocomposition
2. Explanation and discussion of Computer Output Microfilm (COM)
 - a. Evolution of the technique
 - b. Analysis of equipment features
 - c. Using the technique for accounting data, inventory control, technical data, publishing and other areas

V. New and Special Equipment For Various Functions

1. Storing unitized microforms (aperture cards, jackets and aperture)
2. Random access to microfilm
3. Facsimile transmission of microfilm
4. Using video tape
5. Updating engineering drawings

VI. A Look Into the Future of Computer/Microfilm Interfaces

ABOUT THE INSTRUCTOR...



FREEMAN H. DYKE, JR. is a nationally recognized authority on information handling and management. Before establishing his own consulting organization, he was an internal consultant for E. I. duPONT, Vice President of the JONKER CORPORATION, and Senior Data Systems Consultant for DOCUMENTATION, INC. He has helped hundreds of leading organizations develop practical, effective information handling systems, including MCGRAW-HILL, NATIONAL BUREAU OF STANDARDS, IBM, and AMERICAN SOCIETY FOR TESTING MATERIALS.

Mr. Dyke has written numerous articles and papers for technical publications, and is author of a book, "How to Manage and Use Technical Information". He is a graduate from MIT and holds a MS in Business Administration from Rutgers. His professional affiliations include membership in the American Society for Information Science, Association for Computing Machinery, Drug Information Association, and the National Microfilm Association.

ABOUT INDUSTRIAL EDUCATION INSTITUTE



Since 1957 IEI has been supplying skill-learning programs for supervisors, managers, and specialists. The largest worldwide organization of its kind, the Institute conducts more than 1,500 seminars annually throughout the United States, Canada, Puerto Rico, Mexico, Venezuela, and in Europe. More than 475,000 men and women have increased their value to themselves and their organizations through IEI seminars, in-house programs, publications, and audio visual programs.

IEI programs are available for exclusive presentation to companies, government agencies, professional societies, or trade associations. Quality and effectiveness are maintained through a rigid quality control system, and all IEI programs are unconditionally guaranteed. Program content is determined through continuing studies among some 35,000 companies and organizations.

ABOUT NATIONAL MICROFILM ASSOCIATION



NMA is an unusual combination of Professional Society and Trade Association. It supports extensive activities for the advancement of the micro-reproduction industry, and its publications form the basic literature in the field. Special committees are active in education, standards, quality control, nomenclature, awards, public relations and others. The annual convention combines a program of papers, workshops, meetings, and the largest exhibition of micro-reproduction hardware.

Membership is open to individuals, companies, and organizations seriously interested in the technology. Individual Professional Memberships are available to qualified persons at \$20. per year, and there are also Associate and Sustaining memberships for companies.

REGISTRATION INFORMATION

Reservations accepted in the order received. Cancellation of a confirmed registration does not affect registrant's financial responsibility unless IEI receives notice at least two weeks before the meeting. Substitutions may be made at any time. Meetings start 9:30 A.M. and close promptly at 4:30 P.M.

Hotel Accommodations — Out-of-town registrants desiring hotel accommodations should make reservations directly with the hotel at least ten days before the meeting. For preferred treatment, mention IEI when making hotel reservations.

Registration Fee — Including attendance, luncheon, coffee break, necessary supplies and a complete package of reference material, \$70.00 per person for members of the NATIONAL MICROFILM ASSOCIATION and \$75.00 for non-members.

Group Discounts — A 10% team discount is extended to companies enrolling three or more participants. This discount applies to total fee regardless of the mix of NMA members or non-members.



PLAN NOW TO ATTEND — MAIL THE RESERVATION APPLICATION TODAY!

for immediate confirmation, wire or phone IEI, 221 Columbus Ave., Boston, Mass. 02116 • (617) 262-1754

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Please reserve _____ registrations @ \$ _____ (NMA members \$70.00 each, non-members \$75.00 less ten percent for three or more from the same company) for your seminar on **COMPUTER/MICROFILM INTERFACES** in: (Please check box)

- ☐ **BOSTON**
- ☐ **NEW YORK**
- ☐ **PHILADELPHIA**
- ☐ **WASHINGTON, D.C.**

Oct. 6, 1970
Oct. 7, 1970
Oct. 8, 1970
Oct. 22, 1970

Sheraton Plaza Hotel
Park Sheraton Hotel
Warwick Hotel
Mayflower Hotel

- ☐ Check enclosed for sum of \$ _____ (Make checks payable to INDUSTRIAL EDUCATION INSTITUTE)
- ☐ Bill company

Registrants' Names: (Please print NMA beside member names)

_____ Title _____ Title _____
_____ Title _____ Title _____

Signed _____ Title _____

Company _____ Div. or Dept. _____

Subsidiary or Affiliate of _____

Street Address _____ City _____ State _____ Zip _____

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